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ABSTRACT

This unit of study, one of a series of eight, provides a method for students to study U.S. history through reviewing the advertising of specific periods to learn about customers, styles, language, and interests of specific eras. The advertising of the past chronicles everyday people and everyday life. Advertising is used to examine five periods in U.S. history: the 1890s, 1910-1920, the 1920s, 1941-1945, and the early 1950s. The material can be used as a separate unit or as lead-in activities to study each period in U.S. history. The unit relies on material from the Procter and Gamble Archives and other primary source documents, especially advertisements from each of the periods reviewed. An overview of the historical periods, objectives, teaching procedures, vocabulary lists, student handouts, and ways to use economic concepts to understand historical development are presented. (SM)

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REFLECTIONS OF HISTORY.

CUSTOMS, STYLES, LANGUAGE AND INTERESTS AS SEEN THROUGH THE ADVERTISEMENTS OF FIVE PERIODS BETWEEN THE 1800'S AND THE 1950'S. PERSPECTIVES.

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Perspectives
From Procter & Gamble Educational Services

$1.95

REFLECTIONS OF HISTORY

Customs, styles, language and interests as seen through the advertisements of five periods between the 1890's and the 1950's

An interesting and novel way for students to study American history is to review advertising of a specific period to find out more about customs, styles, language, and interests of the times. For the advertising of the past reflects everyday people, everyday life—things we often mis as we review historical texts which chronicle only great moments, achievements, and personalities. Ads can also be useful in tracking our nation's economic growth.

This unit uses advertising to look at five periods in history:

—the 1890's (the height of the Victorian Age nurtured by the long period of peace following the Civil War)

—the 1910's (the period preceding and including World War I)

—the 1920's (the period leading to the Great Depression)

—the World War II years of 1941-45

—the post-war years of the early 1950's.

Materials can be used (a) in total as part of an overall discussion, or (b) separately as a lead-in to studying each period in U.S. History. It can also be adapted for use in Business, Economics and Sociology classes.

This unit of "Perspectives" consists of this teacher folder with accompanying student materials (see inserts) which can be duplicated and distributed. This unit is appropriate for grades 7-12, all ability levels.

This unit, one in a series (see back cover), relies heavily on material from the Procter & Gamble Archives and other primary source documents. It can serve as a model for using advertising to gain new insights into everyday people and customs in history.

Fuller versions of ads used to illustrate the teacher folder are reproduced in the student materials.

Overview

(This Overview presents a novel way for students to learn about the needs and interests of people who lived in times past.

Read the Overview and review all inserts before attempting activities. You will find these few minutes well spent.)

In order to sell a product or service, advertisers have always had to appeal to people as they were or as they saw themselves. The objective, of course, is to get someone's attention; to say, "I have what you want or need." So, in addition to showing a product or service's benefit, advertisements have also had to reflect and relate to the needs, goals, values, aspirations, and social orientation of major segments of our society at any one point in time. Advertisements, therefore, can help their readers discover not only the contemporary world but also the socio-economic and cultural aspects of previous decades.

For example, the advertising of the war years of the 1940's and the post-war 1950's offers a study in contrasts. The patriotic push of the war effort was evident in all advertising of the war years, along with other "signs of the times." On the other hand, the focus of ads of the post-war era was on the good life with evidence that the 1950's were happy times — years of plenty in goods, services, and leisure time.

So it is with every period in our history.

There is an important by-product of such communications efforts. In words and pictures, a review of ads from any period gives a clue to that period—how people lived and dressed, their interests and problems, their social styles, their means of transportation. For as needs, wants, styles, and customs change, advertising reflects it all, offering new insights into everyday people and life in America.

"Why talk to me about Old Age?
I'm only 40!"
Even if you are only 40—or 35—here are some things you should know about growing old...
Since 1900, the average life span of Americans has increased about 17 years—a wonderful record.
One result of this trend is that more people now live to a ripe old age than ever before. About nine million Americans are now 65 or older.
However, the goal of medical science
GARDEN

Objectives

1. Students will be able to use advertising to draw inferences about American society (lifestyles, goals, and values) for various periods in history.

2. Students will be able to recognize advertising as primary source material.

3. Students will be able to identify for each decade instances of higher standards of living resulting from improvements in technology.

4. Students will be able to explain how businesses make decisions about the manner in which they advertise.

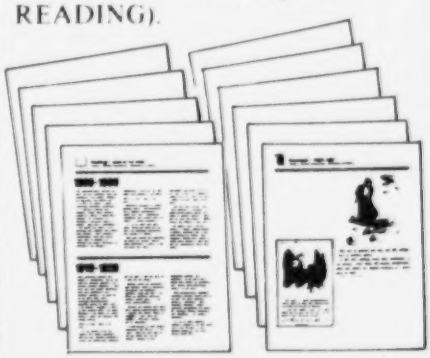
5. Students will be able to list three contributions made by advertising to the growth of the American economy.

Suggested teaching procedure

Use Matching Readings and Documents (I-V)

A. Select the period to be studied. To set the scene for students duplicate the "Signs of the Times" READING for the period. Distribute to class to read aloud, or silently, or have students tape record the text and play it for the class.

1. Divide the class into groups of 5-6 students or work individually.
2. Distribute copies or show the appropriate ads to the class (Use DOCUMENT matching the READING).



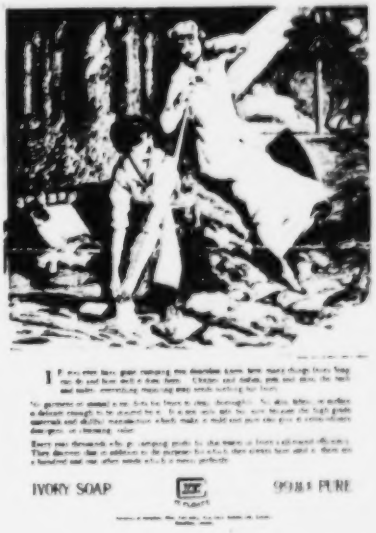
3. Ask the students to review the ads looking for illustrations and headlines that show interests, problems, characteristics of the period. Lead students to identify those "signs of the times" sketched out in the Background READING for the period. (Teacher note: Ads are keyed by "signs of the times" for teacher information/use.)
4. Call for reports around these discussion questions:
a. What characteristics of the period seem to emerge from the ads? Explain.

The "Ivory" is a favorite shaving soap because it makes a profuse rich lather, which softens the beard to be removed and leaves the skin unharmed.

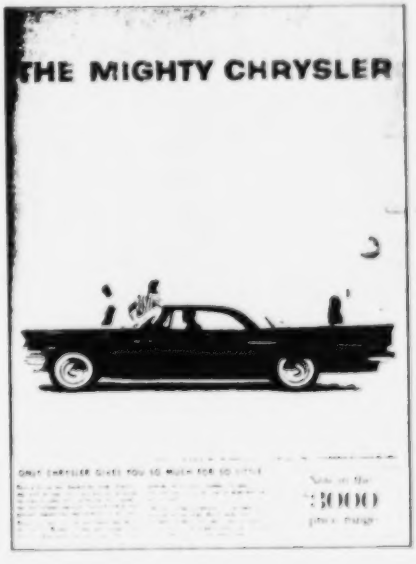
It costs about one-fifth as much as the so called shaving soaps and many who have used it for this purpose for years, will not have any other.

The sunlight test
for evening-complexions

b. What do the ads seem to tell you about: everyday lifestyles? social customs? everyday problems? opportunities?
c. What examples of a higher standard of living resulting from improvements in technology during the various periods discussed can you identify?
5. Summarize this part of the activity by having students, individually or in groups, give five adjectives they believe best describe the period (i.e., for the war years, "sacrificing," "patriotic," etc.)



IVORY SOAP



THE MIGHTY CHRYSLER

B. Follow the same procedure for other periods, using matching READINGS and DOCUMENTS to discuss the "signs of the times."

C. After reviewing and summarizing two or more periods separately, have students contrast various periods pointing out:
1. how lifestyles, social customs, standards of living, everyday problems, opportunities appear to differ.
2. how they were similar; what interests, values, lifestyles do they seem to have in common?

D. Duplicate "Advertising: An Historical Perspective" on the back cover of this folder and distribute to the class for reading, or have students make another tape recording to play for the class. As a class or a special assignment ask:
1. What incentives motivated P&G to decide to advertise?
2. What contributions were made by advertising to the growth of the American economy?

E. As another summary activity, use the VOCABULARY sheet (see insert) to review words and phrases used in this unit.

Expanded Activities

1. Use DOCUMENT VI as the starting point for tracing the development of transportation through advertising. These ads trace modes of transportation from horseback through early planes.

a. Give copies or show DOCUMENT VI to the class.
b. Assign teams of students to find other ads to continue tracing transportation's development through railroads, steamships, airplanes and modern cars. Students should use the local library to research old magazines and newspaper ads. (Machines are usually available for making copies of these ads.) Old phone books, city directories and used book stores are also good sources.

Results could make an attractive bulletin board display.

2. Use the same technique to trace the development of home appliances, radio/television, other products of interest.

3. A review of basic economic concepts in the context of various historical periods can provide one or more clues to the how and why as well as the what, when, and where of historical events.

The Reflections of History unit contains examples of economic concepts as "played out" through the experience of one company. For discussion with students, see TEACHER SHEET I.

Use Teacher Sheet I

4. Have students bring in current magazine or newspaper advertisements that they believe reflect contemporary American society. Orally, or in a brief paragraph, have students explain their reasons for selecting each ad. What will the ad tell students 20 years in the future about life in America today? (This also could be an interesting bulletin board display.) What do the ads reveal about standards of living now compared to the past? What motivated inventors to create those new products which contributed to improvements in the standard of living?

5. Have students make a brief report on "ads as primary source materials."

NOTE: Many of the "signs of the times" discussed in the Teacher Background Readings I, II and III are illustrated and documented in the TIME-LIFE Books, This Fabulous Century.

One can be genteel and neat, and still indulge a love of out-door sports.

A fall with nothing worse than mud-stains is not serious; Ivory Soap will remove troublesome spots and restore the original freshness to a good piece of cloth.

Copyright, 1885, by The Procter & Gamble Co.

"It Floats!"

Suppose you were to see Ivory Soap for the first time—wouldn't you be amazed and delighted to find it always floating conveniently at hand in washbowl, dishpan or tub?

Advertising: An historical perspective

(This look at the history and function of advertising is provided for those educators who may wish to provide more background on the subject for their students. It is suitable for duplication or distribution as is; or the educator may wish to add study questions as a special assignment.)

Advertising itself traces back thousands of years to the simple, pictorial sign hung over an artisan's door —a boot for the shoemaker; a mule turning a mill for a baker; a painted cow for a dairyman.

The first use of advertising in the United States was in the weekly *Boston News-Letter*, the first American newspaper of continuous publication, founded in 1704. Early ads usually resembled today's classified advertisements.

Advertising began to take its place as a major contributor to American progress when the industrial revolution bloomed in the nineteenth century. The nation was experiencing an unprecedented influx of immigrants, mainly from Europe. Railroads pushed the American frontier westward, linking existing population centers and making possible the opening of new markets and new sources of raw material (coal, oil, iron ore, etc.). The perfection of mass production techniques provided greater amounts of better products of uniform quality at lower prices. But mass production required mass markets, large numbers of people eager to buy these products. Another ingredient was required — a means to bridge the gap between product and public, to tell the growing numbers of people what was available and how these products might solve their problems.

The needed link was advertising which provided producers of goods and services with the means to reach the expanding markets of a rapidly growing country. Carried right into people's homes by newspapers and magazines, advertising was uniquely able to perform its messenger service in the most effective and efficient way.

THE "IVORY" is a Laundry Soap, with all the fine qualities of a choice Toilet Soap, and is 99 44-100 per cent. pure.

Ladies will find this Soap especially adapted for washing laces, infants' clothing, silk hose, cleaning gloves, and all articles of fine texture and delicate color, and for the varied uses about the house that daily arise, requiring the use of soap that is above the ordinary in quality.

For the Bath, Toilet or Nursery, it is preferred to most of the Soaps sold for toilet use, being purer and much more pleasant and effective, and possessing all the desirable properties of the finest unadulterated White Castile Soap. The Ivory Soap will "float."

The cakes are so shaped that they may be used entire for general purposes, or divided with a stout thread (as illustrated into two perfectly formed cakes, of convenient size for toilet use.

The price, compared to the quality and the size of the cakes, makes it the cheapest Soap for everybody and every want. Try it.

SOLD EVERYWHERE.

Ivory's first ad — 1882

While machines produced mass quantities of products, advertising told large numbers of potential buyers about them.

Interestingly enough, however, manufacturers were initially extremely cautious about using advertising to get information about their product directly to consumers of the day. Manufacturers had usually relied on an army of salesmen to sell their wares through wholesalers and retailers.

Beginning in the 1840's, however, more and more manufacturers began following the pattern of widespread product distribution supported by advertising. Even then, selling the value of advertising to company management was not always easy. For example, getting the 1882 Procter & Gamble Board of Directors to agree to advertise Ivory Soap was, in fact, a formidable job for then Procter & Gamble Sales Manager, Harley Procter, son of one of the founders. Eyebrows around the Board table raised as Harley asked, "How are customers going to know about Ivory Soap's virtues unless we tell them?" Harley pleaded, exhorted and finally sold his viewpoint. Reluctantly, the Board approved the Company's first major advertising budget so that Harley could begin "to post the public" about Ivory Soap.

The first ad for Ivory Soap appeared in the *Independent* magazine December 21, 1882. More ads followed. By the late 1880's full-page Ivory advertisements had become the first to appear consistently in the popular magazines of the day. Ivory had found an "open door" to thousands of consumers.

This unique ability of advertising to open up mass markets for worthy products has enabled and, in fact, encouraged manufacturers to take advantage of mass production economies, to innovate and to compete with other manufacturers to come up with better products.

By the dawn of the twentieth century advertising had established itself as one of the key factors in our competitive system.

Any company with a new or improved product could quickly tell the world about it through advertising. If the public really wanted the product, if the price

was acceptable, if the advertising was informative and truthful, then there was a chance to succeed. It was this hope of success, with advertising in a central role, that spurred competitors to create better and better products and strive for lower and lower prices. The ultimate benefit was that all this gave the consumer more and more choices to satisfy ever-changing needs.

Advertising itself was changing as the years went by.

Better methods were found to reproduce pictures of products, first in black-and-white, then in color. Researchers began interviewing the public to learn exactly what they liked and disliked about products, and the kind of information they expected from ads. Independent organizations were set up and supported by the advertising profession to set standards of truthfulness and good taste.

A dramatic leap forward came in 1922 when advertising was carried for the first time by an entirely new medium—radio. And then the biggest step of all—television, in 1939.

Today, advertising continues to perform the service it began in the *Boston News-Letter* in 1704 — to inform the public. This communications role does not cover only products. A great deal of advertising is also used for non-profit public service causes: to recruit personnel for our armed services, in war and peace; to encourage support for medical research; to encourage conservation; to fight drug abuse; to enlist help for the needy—the list is almost unlimited.

There is another often forgotton, but equally important, role advertising plays. Advertising is the principal means of support for newspapers, magazines, radio, and television. In other words, advertising pays for much of the news and entertainment that Americans take for granted.

Its history shows that advertising, in its many roles, has been one of the busiest and most versatile performers in the many-faceted drama of American progress.

Project Advisors

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Suggested discussions and revisions for using Perspectives to discuss economic concepts in an historical context were developed by: Dr. Robert J. Highsmith, Director of Research, Joint Council on Economic Education, New York, and Dr. George Vredeveld, Director, Greater Cincinnati Center for Economic Education.

Perspectives units include:

Perspectives Series I:
Cottages to Corporations; World War I; The Great Depression; Reflections of History.

Perspectives Series II:
The Civil War; Coping With Growth (Industry in the Late 1800's); World War II; International Operations.

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EDUCATIONAL
SERVICES

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1890-1900

The transcontinental railroad and other rail lines accelerate travel and commerce in the country. During the long peace that follows the Civil War, the wealth of many Americans multiplies enormously. It is a period of growth and progress. People begin looking around for culture to match their fortunes. The Victorian Era blossoms as everyone strives to display a high level of refinement in the houses they build, in the paintings and sculpture they collect from abroad, in their everyday conversation, dress and actions. Exact rules of etiquette are followed and proper Victorians are horrified at the thought of committing a social faux pas that might bring disgrace to the family.

These are some "signs of the times":

—Moralistic messages are found in greeting cards, in advertisements and in popular melodramas in which every hero is dauntlessly courageous and virtuous and every villain is a vicious scoundrel.

—It is an era when most girls marry young and spend the rest of their lives managing households that average five people.

—Men grow beards and mustaches and dress very fancily; women swath themselves in reams of silks and satins and, while it is fashionable and proper not to cut one's hair, in this era of primness women never let it fall to the waist in public, but pile it high on their heads.

—Little boys dress up like Little Lord Fauntleroy (a fictional golden-haired goody-goody who called his mother "dearest"); little girls are prim and proper in ruffled dresses and ribbons in their hair.

—The biggest craze to hit the country is cycling. Approximately 10 million Americans take to the wheel during this decade, from clergymen making their rounds to young ladies dressed in long skirts that rise scandalously above their ankles.

1910-1920

Most Americans describe this decade as "perplexing." On the one hand, the economic growth of the previous decades continues — with more and more people benefitting from mass production and therefore sharing in the good life. On the other hand, there is increasing discontentment, especially among the labor force, as the country struggles to catch up with modern times. Two major dilemmas of the decade are social reform at home and relations with foreign nations.

These are some "signs of the times":

—It is the decade of the new woman. She smokes cigarettes, bobs her hair, discards pinched-in corsets and cumbersome petticoats, gets the right to vote, and goes off to earn her own living.

—Women invade the sacrosanct male business world as secretaries, sales people, and telephone operators. Some men like it, but others are horrified, believing woman's proper place is in the home rearing children.

—Women also shorten their skirts, often wearing high-buttoned shoes to conceal their ankles. Skirts are straighter; in fact, some are so straight in 1914 that walking is almost impossible.

—It is the decade of Ford's Model T, nicknamed "the Flivver" or "Tin Lizzie." Until this time only the rich can afford cars, but the Model T changes all that. Everybody becomes "car conscious." By the end of the decade four million are purchased and a former horse-and-buggy nation is on the move.

—With transportation available, Americans become tourists and hit the trail. The great outdoors is known as "recreation," with President Theodore "Teddy" Roosevelt personifying the robust life. Hunting, fishing, picnicking, and "roughing it" are popular pasttimes.

—It is an era when America becomes involved in the first major war in over 50 years, as our fighting troops go "over there" during World War I.

1920-1930

The dawning of the '20's finds most Americans tired of responsibilities and crusades. The previous decade saw them fight, sacrifice, and ultimately conquer in World War I. Now Americans want to forget, relax, and enjoy life. This attitude results in the freewheeling, fun-loving, frolicsome Roaring '20's.

These are some "signs of the times":

—The emphasis is on having FUN in this era of "the flapper" and "flaming youth."

—Women turn their hems up to their knees, wear turned-down hose and bobbed hair. Cloche hats, silk stockings, powdered knees, and fake jewelry are also "in."

—Men slick down their hair so it has a patent-leather shine and part it in the center, striving for the "movie hero" look of the current popular star, Rudolph Valentino.

—Airline travel gets underway after Charles Lindbergh's historic solo transatlantic flight from New York to Paris.

—Everyone is in love with sports: baseball, football, boxing, golf, and tennis. Attendance at athletic events breaks all previous records.

—The free-spirited atmosphere even extends to the marketplace. The country enjoys a spectacular economic boom, and people feel the chances of becoming rich are getting better every day. Everyone spends avidly — buying more and more consumer goods and stocks — mostly on credit. "Enjoy while you pay" is the motto.

The decade builds to an end with the Stock Market Crash of October, 1929, and the start of The Great Depression.

Germany is on the march in Central Europe. . . and Japan has invaded China. . . yet most Americans enter the 1940's peaceably preoccupied with their own homegrown affairs. Trouble might be brewing overseas but, after all, America is thousands of miles away from the quarrels over there.

Japan's bombing of Pearl Harbor, December 7, 1941, abruptly changed the scene. War is declared on December 8, 1941, and from that date until August-1945, V-J Day (victory in Japan), all America is preoccupied with the massive effort.

These are some "signs of the times" in 1941-45:

—All the American know-how used in producing peacetime goods —cars, appliances, etc. — is concentrated on producing armaments. (It was America's ability to mass produce arms and get them to our fighting troops abroad that helped win the war.)

—Woman power is seen and felt. In the five months after Pearl Harbor 750,000 women volunteer for duty at armament plants. At first managers in heavy industry are leery of using women workers. But by 1944 some 3,500,000 women stand side by side with some 6,000,000 men on the assembly line. Another 300,000 women serve as Army WACS, Navy WAVES, Coast Guard SPARS, and Women Marines.

—Collecting scrap becomes a nationwide effort. Rusty baby carriages; aluminum pots and pans; tin cans; and everything that can be turned into armaments —all are collected. Scrap parties are the rage.

—Rationed items become a part of everyday life. Gasoline is rationed. And almost everything Americans like to eat or drink — meat, coffee, butter, cheese, sugar — are rationed by a point system. Books of stamps with point values are issued; specific points values are assigned to foods. Shoppers pay in stamps as well as money when, and if, the foods are available.

—Commercial farmers are busy feeding the army, so millions of home-front citizens begin growing their own fresh vegetables in their own "victory gardens."

—The patriotic push of the war effort becomes a way of life for all.

THE POST-WAR 1950'S

Americans wake up to the reality of a world far different from the one promised to them in the dramatic speeches of World War II's leaders. It is a world torn apart by the political rivalry of two superpowers — the United States and Russia — operating under opposing political philosophies. It is a world threatened by unbelievably destructive weapons, and transformed through great technological skills and innovations perfected during the war years.

The 1950's witness the Korean War; the rise of the Beat Generation, American bred bohemians and the first stirrings of teenage rebellion; the era of McCarthyism (named after Senator Joseph McCarthy from Wisconsin), described by some as "a witchhunt for Communists;" the starting point of Dr. Martin Luther King, Jr.'s, agonizing journey through the obstacles of racial prejudice.

It is an era of economic boom and mass media, and these are some "signs of the times":

—Emphasis is on the good life as more and better products become available. The technological advances of World War II and a manufacturing capacity no longer needed for the production of arms are concentrated on turning out more and better cars, refrigerators, washing machines, air conditioners.

—It is the decade of suburbia as millions of people move out from the city in search of clean air, space, green grass and good schools. The move to suburbia means an upswing in home building. Housing is plentiful. . . the "baby boom" is on. . . big families and family-planned activities are popular.

—There is more time for leisure. During the 1950's the number of recreation seekers more than doubles — the great outdoors and family vacations are increasingly a part of life.

—A college education becomes a more accepted part of everyone's growing up, not just that of a privileged few. College classes include many World War II and Korean War veterans. There is a G.I. Bill of Rights (a $500 yearly tuition plus living allowance, generous in its day).

—Television begins taking over the communications industry. In 1950, there are TV sets in 3.1 million U.S. homes; by the mid-1950's, that number has jumped to 32 million.

Teacher's key to advertisements

*1890's Ads. *These are the "signs of the times" the ads (DOCUMENT I) illustrate: (1) primness and properness/social life and dress; (2) moralistic message/clothing styles; (3) men's wear/hairstyles; (4) the cycling craze.*

*1910's Ads. * These are the "signs of the times" the ads (DOCUMENT II) illustrate: (1) interest in cars brought on by the Model T; (2) women joining the work force; (3) World War I; (4) outdoor life/styles.*

*1920's Ads. * These are the "signs of the times" the ads (DOCUMENT III) illustrate: (1) "the flapper" look; (2) social life/styles; (3) interest in sports.*

1941-45 Ads. These are the "signs of the times" the ads in their headlines/illustrations show (DOCUMENT IV): (1) collecting scrap; (2) victory gardens; (3) rationing; (4) woman power; (5) production of arms.

1950's Ads. These are the "signs of the times" the ads (DOCUMENT V) illustrate: (1) availability of more and better products; (2) television; (3) more leisure time/emphasis on the great outdoors; family planned activities; (4) college education.

**(The ads pictured for these decades are for Ivory Soap. Since Ivory has been advertised since 1882, its ads bridge the decades, showing changing styles and customs. In this series of ads even the language reflects the style of most writing of the three periods—poetic, flowery, with exaggeration commonplace. Today's advertising standards are much more stringent, mainly to avoid the puffery that once was the accepted style.)*

"Come, put away your silken thread,
Sweet Dorothy," the young man said,
And knelt before the maid.

He praised her snowy gown so fair,
Her lily hand, her shining hair,—
"Whence comes their charm?" he said.

The maid replied with laughing tone,—
"Nature's been kind to me, I own
A secret for your ear alone—
It will not fill you with surprise.
In Ivory Soap the magic lies."

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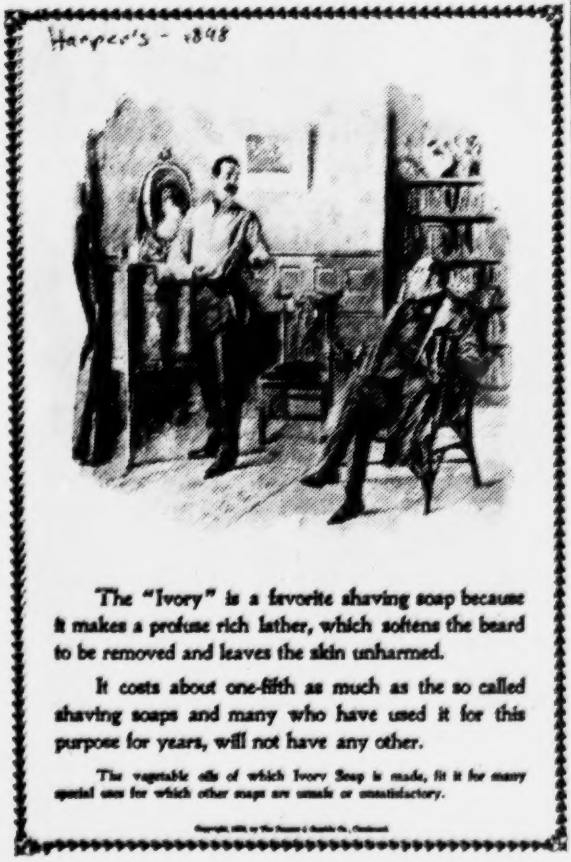
1.

The Nursery

A LOVING MOTHER IS EVER WATCHFUL OF HER CHILDREN'S COMFORT, AND FOR THE BABY THE BEST IS NONE TOO GOOD

IVORY SOAP is used for the bath, and the little one nestles down in bed with a contented cooing that plainly shows a sense of physical well-being. Ivory Soap is so carefully made that it is selected for uses requiring a soap of extraordinary purity. It floats.

2.


Harper's - 1898
The "Ivory" is a favorite shaving soap because it makes a profuse rich lather, which softens the beard to be removed and leaves the skin unharmed.
It costs about one-fifth as much as the so called shaving soaps and many who have used it for this purpose for years, will not have any other.
The vegetable oils of which Ivory Soap is made, fit it for many special uses for which other soaps are unsafe or unsatisfactory.

3.

One can be genteel and neat, and still indulge a love of out-door sports.
A fall with nothing worse than mud-stains is not serious; Ivory Soap will remove troublesome spots and restore the original freshness to a good piece of cloth.

4.

IF automobiles never got out of order, never needed to be repaired and never had to be cleaned, automobiling would be the most fascinating sport mankind has ever known.

Even as things are, it is pretty nearly that.

But an automobile is like everything else. To do its best and look its prettiest, it must be clean—engine, body and brasswork.

To clean the engine, employ the most competent man you can find.

To clean the painted parts, use Ivory Soap, tepid water and a couple of soft cloths.

To clean the brasswork, use Ivory Soap Paste. This is the way to make it:

To one pint of boiling water add a quarter of a cake of Ivory Soap, shaved fine. Boil ten minutes after the soap is thoroughly dissolved. Let it cool. Keep in a glass jar with a close-fitting top. Apply with a sponge or a soft cloth while cold or lukewarm water. Polish with another soft cloth.

For cleaning brasswork Ivory Soap Paste is better than polishing compounds. It contains no "gritty" substance, and will not injure the lacquer.

Ivory Soap . . . 99 44/100 Per Cent. Pure

1.

Do not hesitate to wear your fine laces, nor to buy those you admire, for fear they will not stand washing. It is true that they will not survive ordinary washing methods, but when washed carefully with Ivory Soap, they seem to grow more beautiful with use.

Those who make lace, and those who sell it, know the value of Ivory Soap for this purpose. They find that it cleanses perfectly even the most badly soiled pieces, leaving them like new in texture and clearer than ever in color, without weakening a single thread.

Ivory Soap does this because it is made of the highest grade materials, pure and mild—and because it contains no "free" (uncombined) alkali, nothing to injure anything which water itself will not harm.

To Wash Real Lace Collars and Other Fine Laces

Baste the lace to a piece of clean white muslin on that each point and picot is held firmly in place. Make a good lather of Ivory Soap and warm water and let the lace soak for thirty minutes. Then alternately press between hands and dip in the water until clean. Do not rub. If necessary, use a second clean cake of Ivory Soap. Then rinse in clear waters, next in blue water and lastly in a thin starch. Tack on a board, stretching the muslin evenly. When nearly dry, remove from the board and press thoroughly through the muslin. Do not put the iron on the lace. When dry, cut the basting threads and you will find the lace like new.

IVORY SOAP . . . . . 99 44/100 % PURE

2.

"It Floats!"

Suppose you were to see Ivory Soap for the first time — wouldn't you be amazed and delighted to find it always floating conveniently at hand in washbowl, dishpan or tub?

3.

IF you ever have gone camping you doubtless know how many things Ivory Soap can do and how well it does them. Clothes and dishes, pots and pans, the bath and toilet—everything requiring soap needs nothing but Ivory.

No garment or utensil is too dirty for Ivory to clean thoroughly. No skin, fabric, or surface is delicate enough to be injured by it. It is not only safe but sure because the high grade materials and skillful manufacture which make it mild and pure also give it extraordinary detergent, or cleansing, value.

Every year thousands who go camping profit by this lesson in Ivory's all-round efficiency. They discover that in addition to the purposes for which they always have used it, there are a hundred and one other needs which it meets perfectly.

IVORY SOAP . . . . . 99 44/100% PURE

"IT FLOATS"

4.

ASK THE SALESWOMAN IN ANY SMART SHOP

She will tell you why this care makes silk stockings look better and wear longer...

You probably wash your stockings shortly *after every* wearing. (At least, you should!) Doesn't this frequent washing of delicate silken fibers simply *cry* for extra-care?

The next time you buy silk stockings, ask the saleswoman how to wash them to get the longest wear. She will mention two important precautions — "lukewarm water" and then — "Ivory Soap." (In the finest department stores of 30 leading cities, 9 out of 10 salespeople advise *only* Ivory for silk stockings.)

Why salespeople advise Ivory

"The wrong soap will often fade, discolor, or weaken stockings. But you can wash any stockings well if you use lukewarm water and the right soap. Ivory Soap or Ivory Flakes is best — Ivory is pure." — *Leading New York Store.*

"We never recommend anything but Ivory — other soaps are likely to cut the silk." — *Boston Specialty Shop.*

"Ivory is the best thing to use for silk stockings — best for the color and best for the silk." — *Chicago Department Store.*

Ask the saleswoman yourself. Whether you live as far East as New York or as far West as San Francisco, you will find Ivory overwhelmingly the first choice among these experts in leading stores. And you will never hear an adverse criticism about Ivory. . . . Instead you will hear: "It is mild." "It is pure." "It is safe." . . .

And, of course, this is quite natural . . . a soap that is safe for a baby's skin is certain to be *extra*-safe for fine silks and woolens.

PROCTER & GAMBLE

FREE! A little book, "Thistledown Treasures — *their selection and care*," gives specific directions for washing silks, woolens, rayons. Simply send a post card to Winifred S. Carter, Dept. VL-69, Box 1801, Cincinnati, Ohio.

99 44/100 % Pure

1.

The sunlight test for evening-complexions

It isn't hard to have a flowerlike complexion when lights are soft—a finishing cream and a careful make-up will give you one.

But in a good energetic flood of honest sunlight, no make-up, however clever, can *make up* for the lack of natural freshness and fineness.

Maybe, without knowing it, you are really not cleansing your skin. The statement sounds harsh. But it is scientifically true that faces which rely only upon creams can not be quite clean.

If you really want a thoroughly clean skin, try this simple treatment every night: Use cold cream to soften dust and make-up. Then wash your face in warm Ivory lather. Rinse in warm water, then in cold. Apply a trace of fresh cold cream if your skin is dry.

This treatment cleanses safely, as well as *thoroughly*. The Ivory lather penetrates the pores and relieves them of the oil and dirt which otherwise tend to enlarge them. (Unremoved oil hardens and forms a white spot. If it catches a pause of dirt, it forms a black spot.) Ivory cleansing is very gentle—because Ivory is *a perfectly blended pure soap*. A cold rinse tones up the skin and the fresh cold cream lubricates it. The most expensive beauty treatments can do no more, or [illegible] probable does less.

If you will start tonight with Ivory Soap on this simplest, most reasonable quest for beauty, you will almost surely see your skin begin to improve at once.

PROCTER & GAMBLE

FREE—A little book answering such questions as What kind of care for complexions? Figures? Hair? Which cosmetics for different skins? If you will send a post card for the booklet, "On the Art of Being Charming," it will come to you free. Address Winifred S. Carter, Dept. 15-E, Box 1801, Cincinnati, Ohio.

2.

The happy ending . . .

Did you win or lose the game? Well, it is history now, and be the score what it may, there is a happy ending. The grand finale to every session of sport is a warm, cleansing Ivory bath.

Quickly! Into the tub before your muscles stiffen. Jump in, if possible, while you are still ruddy from the game. Express your glowing mood with a whistle or song . . . but steep your body in absolute laziness until your play-bound muscles run smooth and supple again.

Now—you can stir! And your cake of Ivory Soap comes rollicking over the bathtub waves. Ivory is the buoyant play fellow that dares you to try to duck it! The generous floating bath friend that covers you with thousands of gay, cleansing bubbles.

A tingling shower or spray to finish with. And tomorrow no twinging regrets that you played so hard, because you have taken the right kind of bath today!

Wise sports-lovers know that sun and wind-touched skin needs the care of a soap which comforts while it cleanses. So they naturally use Ivory Soap . . . safe for babies, safe for lovely complexions . . . as soothing, refreshing and gentle a soap as money can buy.

. . . kind to everything it touches . . . 99⁴⁄₁₀₀% . . . Pure . . . "It floats"

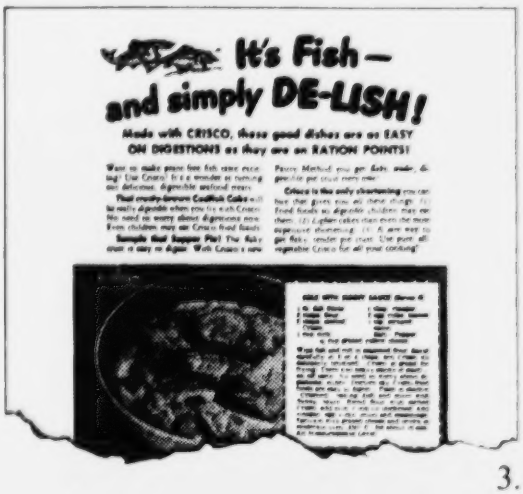
3.

Put it
on the Scrap Pile,
and see your Insurance Agent!

1.

"Why talk to me about Old Age?
I'm only 40!"
Even if you are only 40—or 35
—here are some things you
bout growing old...
e average life span
has increased about
rful record.
s trend is that more
a ripe old age than
nine million Ameri-
older.
ıl of medical science
ears to your life, but
ars. Old age without
GARDEN
VICTORY
As you get on in years, the following sugges
happy . .

2.


It's Fish—
and simply DE-LISH!
Made with CRISCO, these good dishes are as EASY
ON DIGESTIONS as they are on RATION POINTS!

3.

THE Army needs Wacs!

Learn about the Vital Work the Wacs are doing! Tell your Friends!

EVERYONE...ENTER CAMAY'S WAC CONTEST

FREE! $6,000 IN WAR BONDS

MATURITY VALUE

FIRST PRIZE
$1,000.00 WAR BOND

$25 PRIZES
Each a $25.00 War Bond

ENTER TODAY—CONTEST CLOSES NOV. 10

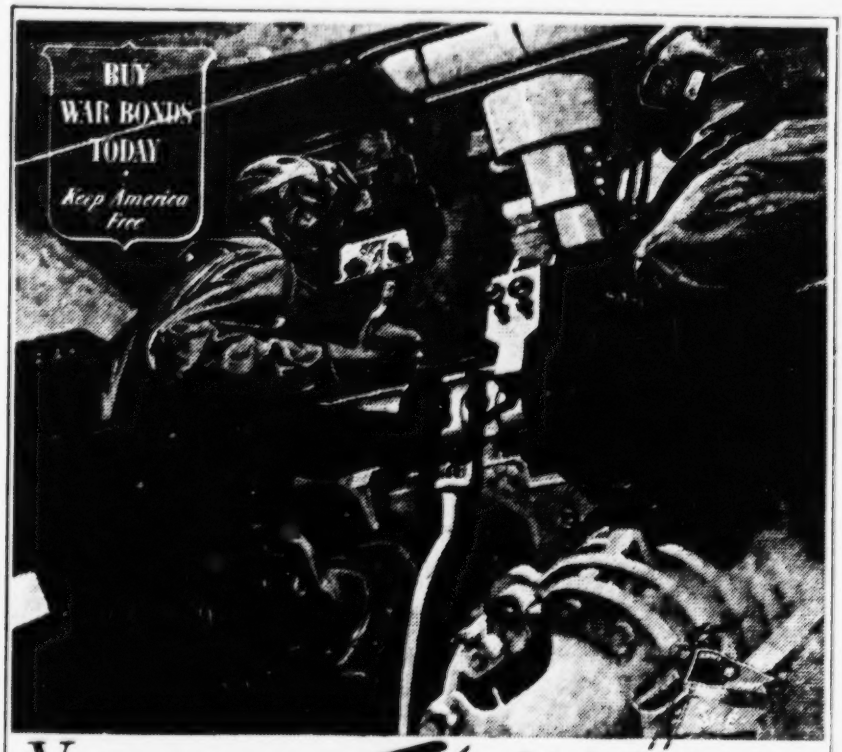
Official War Department Photograph

EASY TO ENTER! Simply write 25 additional words or less, to complete this sentence, "THE THING I LIKE MOST ABOUT THE WACS is . . . . . ."

THE ARMY NEEDS WACS! To give extra support to the WAC recruiting effort, Camay offers FREE WAR BONDS to secure your interest and help. Read below what vital work the Wacs are doing—use your knowledge to join Camay's contest. Just one short sentence—25 simple words—may win a rich $1000 WAR BOND *for you.* Lots of opportunities to win—201 big prizes! Send in all your ideas—each entry is an additional opportunity to win! And be sure to tell all your friends about the great work Wacs are doing. Help the Army get more Wacs!

Life in the WAC is Happy! Exciting! Real!

4.



Victory pace *by Fisher*

The Army-Navy "E" flies above four Fisher Body plants for excellence in aircraft production and from two others for tank production, while the Navy "E" with four stars, is flown by still another Fisher Body plant for its naval ordnance work.

GREAT masses of heavy armament are now helping to write the prologue to victory.

Fisher Body has produced its share of this armament—tanks, anti-aircraft guns, gun-breech housings, fighting planes, bombers and delicate flying instruments.

To do this we had to disregard the normal limits of our business, and build products entirely new to us. We had to explore technical fields foreign to us. We had to enlarge our plant facilities.

Looking back on those hectic days and nights of conversion, we realize that an understanding of true craftsmanship proved to be, literally, a lifesaver. Precision work on armament came easily to precision workmen. Long-acquired skills and crafts met demands for the most extreme accuracy.

And an important reason why Fisher Body has yet to fail at a war job is because craftsmanship has never yet failed us.

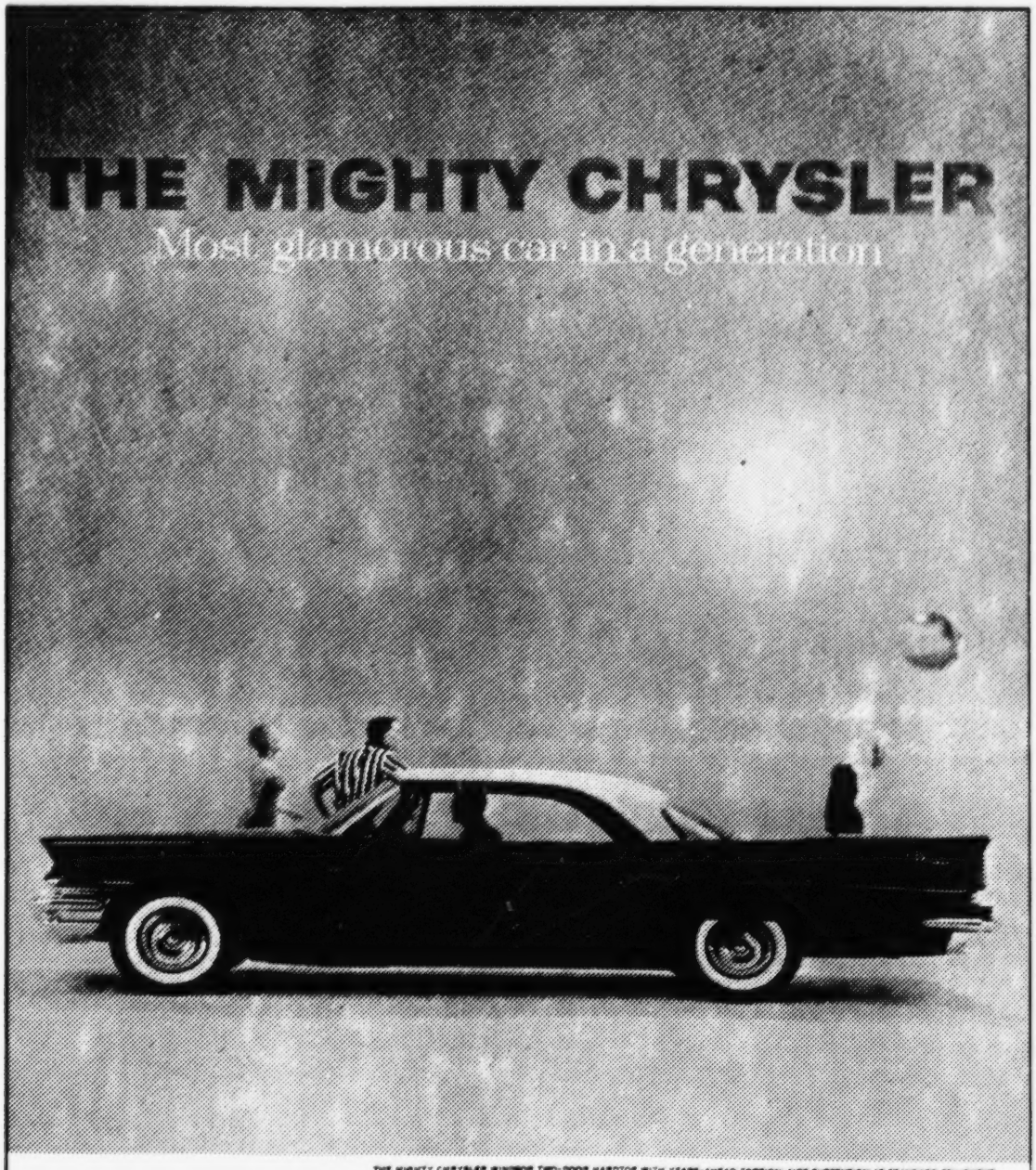
• • •

Every Sunday Afternoon
GENERAL MOTORS SYMPHONY OF THE AIR
NBC Network

armament BODY BY *Fisher*

DIVISION OF GENERAL MOTORS

5.


THE MIGHTY CHRYSLER
Most glamorous car in a generation
THE MIGHTY CHRYSLER WINDSOR TWO-DOOR HARDTOP WITH YEARS-AHEAD TORSION-AIRE SUSPENSION AS STANDARD EQUIPMENT.
ONLY CHRYSLER GIVES YOU SO MUCH FOR SO LITTLE!
Here is the car that changed the "look" of motoring, with styling other cars will be imitating for years to come. Here is the car that changed the "feel" of motoring with Torsion-Aire Ride, the greatest engineering improvement of the year.
When you visit your Chrysler Dealer and drive the Chrysler Windsor, it may also change a lot of your ideas about fine car value. This is a prestige car by every standard of quality, yet you can own it for the cost of most medium-priced cars.
One other thing to remember . . . its resale value is at an all-time high. Better looks, better performance, a better buy and a better trade-in. That's why it's the biggest winner in Chrysler history. See your Chrysler Dealer now!
Now in the
$3000
price range

1.

Set your Eyes decide

BLACK-DAYLIGHT TELEVISION

BIG 12½" TUBE

See this newest General Electric Black-Day-Light receiver side by side with ordinary TV. Instantly your own eyes will tell you that here is a finer TV picture, greater eye comfort. You'll enjoy blacker blacks, whiter whites... sharper contrast, amazing detail... freedom from annoying glare and reflection. Built-in antenna—no costly aerials in many areas. Lovely cabinet of genuine mahogany veneers. Model 12T7. Before you buy any TV, see this terrific value at..... $199.95*

General Electric Co., Electronics Park, Syracuse, N.Y.

*Slightly higher prices. Plus tax, installation and picture tube protection plan.

You can put your confidence in

GENERAL ELECTRIC

2.

"Glad you called! We saved you a cottage right on the lake"

Going on a trip? Telephoning ahead for reservations is a smart thing to do. If you plan to see friends along the way, call them in advance to make sure they'll be home.

And while you're away, keep in touch with home and office by telephone.

It's easy to do. The cost is small. And it all adds up to a more pleasant trip.

BELL TELEPHONE SYSTEM

Call by Number. It's Twice as Fast

LONG DISTANCE RATES ARE LOW

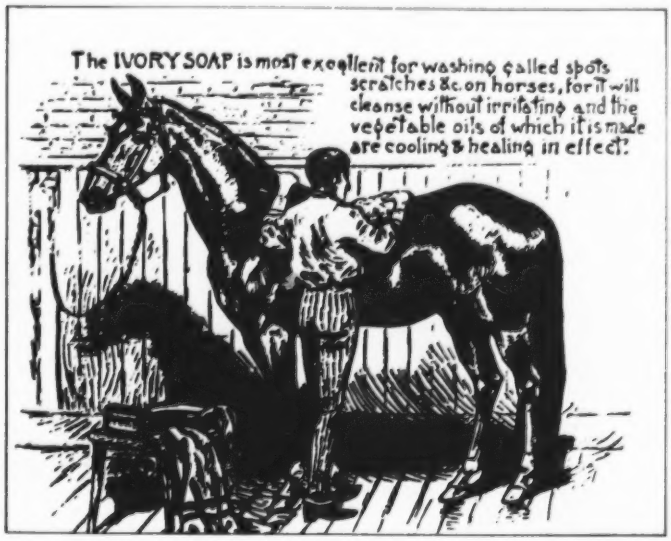
	Station-to-Station Rates	
For example	Each Additional Minute	First Minute
Chicago to Lake Geneva, Wis.	40¢	1¢
Baltimore to Mt. Pocono, Pa.	35¢	1¢
Boston to San Antonio, Tex.	85¢	1¢
San Francisco to Crater Lake, Ore.	85¢	45¢
New Orleans to Asheville, N.C.	110¢	85¢

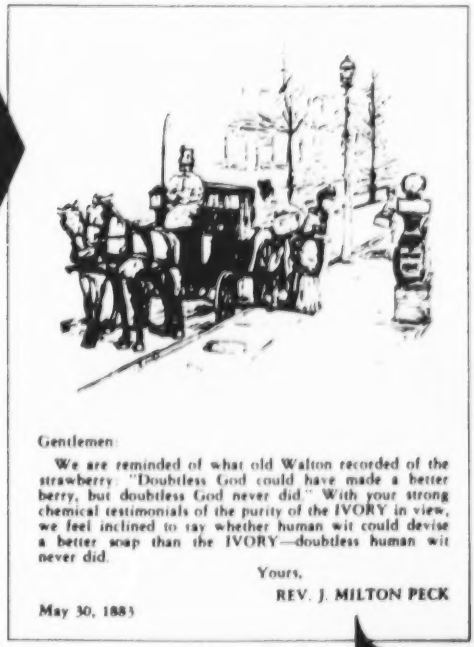
These rates apply every night after 8 and all day Sunday. Add the 10% federal excise tax.

3.

TIME IS THE ART OF THE SWISS
No gift so unforgettable as a fine Swiss watch
You'll never find a better way to say, "Graduation is a very special day." For—in all the world—only fine Swiss watches give you such outer beauty, such precision and versatility of timekeeping. It took Swiss craftsmen to develop the self-winding watch, the wrist chronometer, calendar watch and chronograph. No wonder fine Swiss watches are such standards of perfection that 7 out of 10 jewelers wear them! For the gifts you'll give with pride, let your jeweler be your guide.
The WATCHMAKERS OF SWITZERLAND

4.


The IVORY SOAP is most excellent for washing galled spots scratches &c. on horses, for it will cleanse without irritating and the vegetable oils of which it is made are cooling & healing in effect!



Gentlemen:

We are reminded of what old Walton recorded of the strawberry: "Doubtless God could have made a better berry, but doubtless God never did." With your strong chemical testimonials of the purity of the IVORY in view, we feel inclined to say whether human wit could devise a better soap than the IVORY—doubtless human wit never did.

Yours,

REV. J. MILTON PECK

May 30, 1883

IF automobiles never got out of order, never needed to be repaired and never had to be cleaned, automobiling would be the most fascinating sport mankind has ever known.

Even as things are, it is pretty nearly that.

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To clean the engine, employ the most competent man you can find.

To clean the painted parts, use Ivory Soap, tepid water and a couple of soft cloths.

To clean the brasswork, use Ivory Soap Paste. This is the way to make it:

[illegible]

For cleaning brasswork, Ivory Soap Paste is better than polishing compounds. It contains no "gritty" substance, and will not injure the lacquer.

Ivory Soap . . . 99 44/100 Per Cent. Pure

Home port . . .

Sirs—whether you fly homeward through the air or return by the double rail—what's the first thing you demand at a long journey's end?

Ten to one, once you've saluted your wife, you'll prove you are incurably American: you'll retire post-haste to an Ivory bath.

Yes, a deep-reaching bath that steeps your soul with content, that coaxes nerves into quiet and smoothes your muscles into silken skeins. And when you are ready to remind yourself of your travel-stained pores, there's Ivory atop a nearby ripple. In double-quick time, you'll be encased in a rich rags of Ivory foam that would be the envy of a Caesar. But after one splash, you'll be as blithely unclothed as Adam!

Ivory baths make kindly of hard providence. For Ivory treats them as gently as if they were new depositors. It has scrubbed the most fastidious skins since 1879 and it has never let a bath-companion down. To its last sliver, it floats!

. . . kind to everything it touches · 99 44/100 % Pure · "It floats"

TERM	DEFINITION
HOMEGROWN AFFAIRS	—matters pertaining to the home country or place of origin
BREWING	—in the process of formation
MASSIVE	—impressively large
ARMAMENTS	—military or naval equipment
HEAVY INDUSTRY	—producing goods (as coal, steel, or chemicals) used in the production of other goods
LEERY	—suspicious, wary
SCRAP PARTIES	—a social gathering for the purpose of collecting aluminum pots, tin cans, other materials that could be turned into armaments
RATION POINT SYSTEM	—a system whereby goods in short supply during World War II (shoes, sugar, meats, etc.) were assigned a point value; citizens were given coupons by a ration board based on the number of persons in a household; consumers then surrendered a certain number of ration points when they purchased these items
COMMERCIAL FARMERS	—farmers growing great quantities of food for large markets
VICTORY GARDENS	—backyard gardens planted by individual citizens in support of the war effort
OBSTACLES	—things that stand in the way
REALITY	—as things are
OPPOSING POLITICAL PHILOSOPHIES	—opposite beliefs and attitudes regarding government
POLITICAL RIVALRY	—competition in areas related to government, i.e., ways of governing
TRANSFORMED	—changed in composition or structure
TECHNOLOGICAL	—relating to the use of the basic sciences in developing the means of production
INNOVATIONS	—new ideas, methods, or devices
WITNESS	—see for oneself
BOHEMIANS	—a term for people living an unconventional life, usually in colony with others
WITCHHUNT	—the searching out and deliberate harassment of those (as political opponents) with unpopular views
McCARTHYISM	—a form of harassment in the early 1950's of Americans alleged to be Communists. Included investigations and hearings instigated, led by, and named for Senator Joseph McCarthy of Wisconsin
STANDARD OF LIVING	—a minimum of necessities, comforts, or luxuries held essential to maintaining a person or group in customary or proper status or circumstances

Teacher's Note: See other side

Teacher's Note:

The words or terms listed are used in this unit. The definitions shown relate to the use of these words in the context of this unit. Use this list of definitions as a learning guide for students or, by covering the definitions and making copies for students, use it as a wrap up test.

USING PERSPECTIVES TO DISCUSS ECONOMIC CONCEPTS AS A KEY TO HISTORICAL DEVELOPMENTS

The Reflections of History unit contains examples of economic concepts as "played out" through the experience of one company. These concepts are highlighted in the following discussion.

Reflections of History can be used to probe this economic concept: *Sellers of goods and services make decisions concerning advertising based on their perceptions of the most effective and efficient manner in which to communicate with potential buyers to stimulate sales.*

Advertising provides information to buyers which encourages them to make purchase decisions. These increased sales permit producers to increase the scale at which they operate and to experience economies of scale. The transition from cottages to corporations, discussed in the Perspectives unit, Cottages to Corporations, was made possible, in part, by expanded markets. And advertising provided producers of goods and services with the means to reach those expanding markets in a rapidly growing country.

Another key point emerges as periods in history are studied to compare current standards of living versus past ones. Students are challenged to consider what motivated inventors to create the new products which contributed to improvements in the standard of living. Such discussions will remind students that improvements just don't happen. Rather, they result from peoples' responses to incentives.